

X COPY

# fashion calendar 1974

APRIL 22

34th year

a weekly publication

JANUARY

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185 east 85th street

new york, n.y. 10028

ruth finley, publisher



# FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of every event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue, therefore, will yield maximum use of FASHION CALENDAR to the reader... Ruth Finley, Publisher

WEEK BEGINNING MONDAY, APRIL 22, 1974

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday April 19 9:30 A.M. Breakfast	PRESS SHOW: ITALIAN KNITWEAR & READY-TO-WEAR Fall-Winter collections by 25 Italian high fashion designers in cooperation with Italian Ministry for Foreign Trade. By invitation. Buyers show, Mon., April 22 at 12:00 Noon, by invitation. Thereafter, April 22-26, Hotel Plaza, 11th floor. Publ: Hamra Assoc., 753-9833. Trade contact: 432-9188.	ITALIAN TRADE COMMISSIONER	HOTEL PLAZA GRAND BALLROOM
Beginning Friday April 19	OPENING OF FALL JUNIOR SPORTSWEAR Continuous showings by appointment. Contact: 594-8880.	BUTTERNUT BY ELAINE POST	1407 BROADWAY SHOWROOM - 14TH FLOOR
Monday April 22 9:30 A.M.	FALL SHOWINGS IN CALIFORNIA By reservation. Contact: (213) 627-0806 (L.A.).	HELGA	722 SO. LOS ANGELES ST. SHOWROOM
Monday April 22 11:00 A.M. Brunch	BJORN WECKSTROM'S GOLD & SILVER JEWELRY Press preview of collection from Lapponia of Finland. Contact: Peter Meltzer, 757-8650.	ROSENTHAL STUDIO-HAUS	584 FIFTH AVENUE MAIN FLOOR
April 22	12:00 Noon, ITALIAN TRADE COMMISSIONER LUNCHEON FOR BUYERS, Plaza (See above)		
Monday April 22 12:00 Noon	VALENTINO FASHIONS AT BENEFIT LUNCHEON Spring/Summer '74 collection. Tickets: \$25-\$200. Contact: 595-2000.	JEWISH GUILD FOR THE BLIND (WOMEN'S DIVISION)	HOTEL AMERICANA IMPERIAL BALLROOM
Monday April 22 8:00 P.M. Aperitifs	FASHIONS FROM LONDON AT BENEFIT SHOW IN N.Y. Complete collection by Zandra Rhodes, for benefit of Circle in the Square Production Fund. By invitation. Tickets: \$35.00 each. Followed by buffet supper at Pub Theatrical. Contact: E.J. Oschins, 581-3270. Publicity: Joanne Creveling, 586-2377.	ZANDRA RHODES (64 PORCHESTER, LONDON)	CIRCLE IN THE SQUARE 50TH ST. (W. OF BWAY)
Beginning Monday April 22	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: Sandy Teiter, 736-5282.	ADDENDA BY PATTI CAPPALLI	1407 BROADWAY SHOWROOM - ROOM 915
Beginning Monday April 22	OPENING OF FALL COLLECTION Continuous by appointment. Contact: 244-6761.	CARLYE BY SADYE WEINBERG	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Monday April 22	FALL PREVIEW OF JEWELRY COLLECTION Complete Fall collection will open May 13. Contact: Lois Beekman, 628-4257.	CORO/VENDOME	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Beginning Monday April 22	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: Lloyd Weill, 239-9477.	JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday April 22	LATE SUMMER TENNIS FASHIONS Continuous showings by appointment. Contact: 594-2100.	LOOMTOGS TENNIS WHITES	1407 BROADWAY SHOWROOM - 35TH FLOOR
Beginning Monday April 22	FALL-WINTER COLLECTION Contact: 524-8137. Publicity: Sandy Garihan at Dorelle Assoc., 489-8420.	MIRSA KNITWEAR	1410 BROADWAY SHOWROOM - 12TH FLOOR
Beginning Monday April 22	OPENING OF FALL COLLECTION Continuous showings. Contact: CH 4-3558.	NANTUCKET NATURALS	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Beginning Monday April 22	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: LO 4-9194.	ABE SCHRADER BY BELLE SAUNDERS	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Monday April 22	OPENING OF FALL COLLECTION Continuous by appointment. Contact: LO 4-9194.	MORT SCHRADER BY JOEY GARGUILO	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Monday April 22	OPENING OF FALL COLLECTION By appointment. Contact: LO 4-9194.	SCHRADER SPORT BY JUDY LUSCHER	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday April 22	OPENING OF FALL COLLECTION Continuous by appointment. Contact: LO 4-9194.	STEPHAN CASUALS BY SANDY KAYNE	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Monday April 22	OPENING OF FALL COLLECTION Dress wear and coordinated fashions by Teal Traina for Gay Gibson. By appointment. Contact: 524-3520.	TEAL FOR GAY GIBSON	550 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Monday April 22	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: Judy Lauterstein, WI 7-3850.	TOWNCLIFFE BY LEAMOND DEAN	512 SEVENTH AVENUE SHOWROOM - 31ST FLOOR
Tuesday April 23 10:00 A.M.	SHOWING OF FALL COLLECTIONS Benson & Partners designed by Alice Blaine; Outlander Group Ltd. by Renee Tener. By invitation. Thereafter at showroom, 1407 Broadway, Suite 2107. Contact: 354-0026.	BENSON & PARTNERS; & OUTLANDER GROUP LTD.	EL MOROCCO 307 EAST 54TH STREET
Tuesday April 23 10:00 A.M.	FALL SHOWING IN LOS ANGELES By reservation. Contact: (213) 627-5201.	MR. BLACKWELL	719 SO. LOS ANGELES ST. SHOWROOM
Tuesday April 23 11:30 A.M.	PRESS SHOW: SPECIAL GOWNS BY ELEANOR BRENNER Exclusive group of gowns, adapted from Costume Institute of Metropolitan Museum's 19th Century Collection, interpreted by Eleanor Brenner. By invitation. Contact: 355-6800, ext. 602.	BONWIT TELLER	CONFERENCE ROOM 11TH FLOOR
Postponed April 23	OPENING OF FALL COLLECTION OF CLARET BY BETSE CANN, ORIGINALLY SCHEDULED FOR April 23 at 2:00 P.M., HAS BEEN POSTPONED TO MAY 2 at 4:15 P.M. (See pg. 9)		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 23 3:30 P.M.	OPENING: FALL RAINWEAR COLLECTION By reservation. Thereafter by appointment. Contact: 239-7080.	JOHN ANTHONY	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday April 23 5:00 P.M.	PREMIERE SHOWING OF NEW KNIT COLLECTION Knit sportswear for Fall. By invitation. Contact: 472-2352.	HANAE MORI	27 EAST 79TH STREET NEW SHOWROOM
Tuesday April 23 7:30 P.M.	THEATRE PARTY AND FABRIC PRESENTATION By invitation only. Contact: Ellen Sweeney, Hoechst Fibers, 869-3850.	BURLINGTON MILLS & TREVIRA (HOECHST FIBERS)	RAINBOW GRILL 30 ROCKEFELLER PLAZA
Beginning Tuesday April 23	OPENING OF FALL COLLECTION Continuous by appointment. Contact: 594-4470.	CASI	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday April 23	OPENING OF FALL COLLECTION Continuous by appointment. Contact: Richard Blauner, 239-9494.	KAPPI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday April 23	OPENING OF FALL COLLECTIONS Designed by Sandor Borocz. Continuous by appointment. West, 279-0952.	PF BOUTIQUE & KNITS; PARNES-FEINSTEIN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR Contact: Bette
Beginning Tuesday April 23	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: 736-5890.	JOSEPH STEIN, INC.	205 WEST 39TH STREET SHOWROOM - 9TH FLOOR
Wednesday April 24 11:00 A.M.	OPENING OF FALL COLLECTION By invitation. Contact: 354-1855.	GENRE BY GIL AIMBEZ (DIV. PETER CLEMENTS)	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday April 24 11:30 A.M.	CUSTOMER SHOW: FASHIONS BY JERRY SILVERMAN Designed by Shannon Rodgers. Publicity: Suzanne Butterfield, PL 3-7300.	BERGDORF GOODMAN	5TH FLOOR
Wednesday April 24 12:00 Noon	VALENTINO FASHIONS AT BENEFIT LUNCHEON Tickets: \$15.00. Contact: Mrs. Emanuel Caravanos, 969-3617.	ARCHDIOCESAN CATHEDRAL -PHILOTOCHOS SOCIETY	HOTEL PLAZA GRAND BALLROOM
Wednesday April 24 12:30 P.M.	SPRING-SUMMER FASHIONS AT LUNCHEON SHOW Reservations (\$7.75): CI 6-9171. Barbetta Publ: Ellen Perl, TE 2-8212.	BEENE BOUTIQUE BY GEOFFREY BEENE	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday April 24 1:00 P.M.	OPENING OF FALL COLLECTION By reservation. Thereafter by appointment. Contact: CH 4-0600.	MAISONETTE BY HOWARD LAWRENCE	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday April 24 2:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: LO 3-6126.	GAVI BY HELMAR COOPER	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Wednesday April 24 3:30 P.M.	LOUNGEWEAR BY STAN HERMAN Fall and Winter sleepwear collection by Stan Herman; also loungewear and bodyshirts. By invitation. Contact: Roy Kleeger, 768-0125.	YOUTHCRAFT	90 PARK AVENUE LOBBY-MAIN FLOOR



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Wednesday April 24 4:30 P.M.	PRESS PREVIEW: NEW HAIR SALON Daniel, Violeta and Richard will show Spring/Summer coiffures. Also coiffures with Perfect Touch Perm. By invitation. Publicity: Davir -- Muriel Durand, 355-6744 or 249-3550; Perfect Touch Perm -- Claude Delibes, PL 9-6500.	DAVIR (30 EAST 67TH STREET)	GALERIE FELIX VERCEL 710 MADISON AVE (63RD ST)
Wednesday April 24 5:00 P.M.	PRESS SHOWING: FALL COLLECTION Informal (5:00-8:00 P.M.). Contact: Joanne Creveling, 586-2377.	JOHN ASHPOL FOR KNITTING, INC.	BRUSSELS RESTAURANT 115 EAST 54TH STREET
Wednesday April 24 6:30 P.M.	"ARTSCOPE" - BENEFIT: SPRING DESIGNER ROOMS Vernissage of Spring designer rooms, created by Richard Knapple, including a celebrity fashion presentation and a drawing of Artscope prizes. Chairman: Polly Bergen. Tickets: \$25.00 each, for benefit of UNICEF. Contact: Peggy Healy or Arlene Friedlander, 232-7202.	BLOOMINGDALE'S	5TH FLOOR
Beginning Wednesday April 24	OPENING OF FALL COLLECTION A division of Leonard Sunshine, Inc. Contact: Paul Sacks, 564-9115.	COLLECTORS ITEMS BY ANNE FOGARTY	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Wednesday April 24	OPENING OF FALL COLLECTION Designed by Sara Ripault. Continuous by appointment. Contact: Bart Wahlman, 564-9115.	ANNE FOGARTY FOR LEONARD SUNSHINE	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Wednesday April 24	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: 244-4700.	GINORI & GINORI PLAYERS	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Beginning Wednesday April 24	OPENING OF FALL COLLECTION Continuous by appointment. Contact: Lois Lindheim, 279-3410.	GIORGINI	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Wednesday April 24	OPENING OF FALL COLLECTION Continuous by appointment. Contact: Miss Fritzi, 239-9400.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Wednesday April 24	OPENING OF FALL COLLECTION Continuous by appointment. Contact: Doris Reiter, 564-9115.	MIC TAC OF PARIS FOR LEONARD SUNSHINE, INC.	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Wednesday April 24	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: BR 9-5991.	MIGNON & MIGNON SPORT BY DOROTHY FARBO	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Wednesday April 24	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: Ellen Klein, 758-2341.	SIBLEY-COFFEE LTD.	37 WEST 57TH STREET SHOWROOM - ROOM 910
Beginning Wednesday April 24	OPENING OF FALL COLLECTION Continuous by appointment. Contact: 564-9115.	LEONARD SUNSHINE KNITS BY ANNE FOGARTY	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Wednesday April 24	OPENING OF FALL COLLECTION Continuous by appointment. Contact: Irving Korman, 564-9115.	MIMI SUNSHINE, A DIV. OF LEONARD SUNSHINE, INC.	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 25 9:30 A.M.	PRESS SHOW: LINGERIE & AT HOME FASHIONS "That Certain Touch" -- Also 11:00 and 2:00. By invitation. (Buyers' market week begins May 13). Contact: Hope Robbins, MU 2-5580.	VASSARETTE	261 MADISON AVENUE GROUND FLOOR
Thursday April 25 11:00 A.M.	OPENING OF FALL RAINWEAR COLLECTION By invitation. Contact: Nancy Dautner, 354-6340.	HALSTON III	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday April 25 12:00 Noon	OPENING OF FALL COLLECTION By reservation. Contact: WI 7-5324.	THE ARKINS	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Thursday April 25 12:00 Noon Luncheon	BENEFIT FASHION SHOW BY ISRAELI DESIGNERS All-Israeli fashion show for benefit of Bonds for Israel -- modeled by celebrities. Fashion show producer and director: Vera Bacal. Admission: \$10.50 plus minimum purchase of \$1000.00 Israel Bond. Contact: 677-2775.	STATE OF ISRAEL BONDS (215 PARK AVE. SOUTH)	NEW YORK HILTON HOTEL BALLROOM
Thursday April 25 12:30 P.M. Luncheon	KNITWEAR FASHIONS AT LUNCHEON SHOW Celebrating 56th anniversary of the National Knitted Outerwear Association featuring American original design knitted apparel for men, women and children. Produced by Mia Grau. Tickets: \$15.00 each. Contact: MU 3-7520.	NATIONAL KNITTED OUTERWEAR ASSOCIATION	HOTEL AMERICANA BALLROOM
Thursday April 25 3:00 P.M.	OPENING OF FALL RAINWEAR COLLECTION By invitation. Continuous thereafter. Contact: Jen McGovern, 221-6330.	T. T. MALLO DESIGNED BY MAX ADLER	205 WEST 39TH STREET SHOWROOM - 6TH FLOOR
Thursday April 25 4:00 P.M.	FALL FASHIONS FOR WOMEN AND MEN By invitation. Thereafter women's fashions at showroom, 530 Seventh Ave., 14th floor, 354-8336. (Egon Von Furstenberg, 350 Fifth Ave., 279-4025).	DIANE VON FURSTENBERG; EGON VON FURSTENBERG	HOTEL PIERRE COTILLION ROOM
Beginning Thursday April 25	COMPLETE FALL COLLECTIONS Continuous showings by appointment. Contact: Paul Scott (213) 623-8112 (LA)	ERNST STRAUSS; SCHNELL SPORTS	HOTEL GOTHAM SUITES 1001-1002
Friday April 26 9:00 A.M. & 12:00 Noon	READY-TO-WEAR IMPORTS: BREAKFAST & LUNCHEON "Instant Reportage of Pret-a-Porter from Italy, France, England" -- a filmed presentation. Prices: Breakfast-10.00, members; \$20.00, quests. Luncheon --\$15.00, members; \$25.00, quests. Contact: CI 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	N.Y. HILTON HOTEL BALLROOM
Monday April 29 10:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: LA 4-3520.	SHERENA FOR TEAL TRAINA	550 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Monday April 29 11:00 A.M.	PRESS SHOWING: FALL COLLECTION By invitation. For buyers, Tues., April 30 at 11:00. By reservation. Thereafter by appointment. Contact: LO 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Monday April 29 11:30 A.M.	OPENING OF FALL COLLECTION Also May 6 at 11:30. By reservation. Contact: 736-6983.	HOUSE OF BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 29 1:00 P.M.	OPENING OF FALL COLLECTION Also Mon., May 6 at 1:00.	TEAL TRAINA By reservation. Contact: LA 4-3520.	550 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Monday April 29 2:30 P.M.	OPENING OF FALL COLLECTION Also., Mon., May 6 at 2:30.	LEW PRINCE OF ALDRICH, INC. By reservation. Contact: CH 4-1872.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday April 29 5:00 P.M. Cocktails	OPENING: NEW COUTURE FALL COLLECTION By invitation. Thereafter in showroom, 498 Seventh Avenue, 9th floor. Contact: 564-0910.	GEORGE HALLEY	HOTEL PIERRE COTILLION ROOM
Monday April 29 5:30 P.M.	OPENING OF FALL COLLECTION Also May 6, 13 at 5:30. Contact(213) 627-0806 (L.A.); 335-6033 (N.Y.).	HELGA (722 SO. LOS ANGELES ST.)	HOTEL GOTHAM SUITE 1609
Monday April 29 6:30 P.M.	FALL COLLECTION IN NEW YORK By invitation. Thereafter in Suite 605. Contact: Rod Owens (213) 627-7586.	A & O COUTURE (122 EAST 7TH, L.A.)	HOTEL GOTHAM BALLROOM
Monday April 29- May 8	FALL-WINTER COLLECTION 1974 By appointment. Contact: Mr. Julie Pollack, 244-3847.	PRISCILLA OF BOSTON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday April 29	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: Kathleen Block, 541-7690.	LEON BLOCK	1290 SIXTH AVENUE SHOWROOM - 14TH FLOOR
Beginning Monday April 29	FALL SPORTSWEAR COORDINATES Continuous by appointment. Contact: 594-2100.	LOOMTOGS	1407 BROADWAY SHOWROOM - 35TH FLOOR
Beginning Monday April 29	OPENING OF FALL COLLECTION Continuous by appointment. Contact: 868-8100.	MASEPPI (DIV. SEQUEL I) BY EMIL DE JOHN	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday April 29	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: Jules Levine, 221-1336.	BOB PAPELL, INC.	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Monday April 29	OPENING OF FALL COLLECTION By appointment. Contact: 868-8100.	SEQUEL I BY ELAINE BRANDT	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday April 29	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: Valerie Alpert, 868-8100.	BILL SMITH FOR SKIP COLLECTION	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday April 30 10:00 A.M.	OPENING OF FALL COLLECTION Also May 7 at 10:00 A.M. By reservation. Contact: LA 4-7626.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday April 30 11:00 A.M.	SHOWING OF FALL COLLECTION By reservation. Contact: 279-5012.	MOLLIE PARNIS BOUTIQUE	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 30	11:00 A.M., VERA MAXWELL (2nd show), 530 Seventh Ave., 26th fl, LO 3-4358		
Cancelled April 30	THE ANNE FOGARTY FOR LEONARD SUNSHINE SHOWING, ORIGINALLY SCHEDULED FOR APRIL 30 AT 12:00 NOON, HAS BEEN CANCELLED. The collection opens April 24 (See pg. 4)		
Tuesday April 30 1:00 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: CH 4-0600.	PAT SANDLER & PAT'S PLACE	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday April 30 2:00 P.M.	SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: Bill Beck, 279-7257.	MADY GERRARD KNITWEAR; MADY'S SPORTSWEAR	1407 BROADWAY SHOWROOM - SUITE 3201
Tuesday April 30 2:00 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: Miss Peggy, 524-9800.	MAIN STREET	500 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday April 30 3:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: Mary Kloss, 868-2880. Publ: Eleanor Lambert, MU 8-2130.	PAPILLON	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday April 30 4:30 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: Rene Tixier, 354-1500.	BLASSPORT (550 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Tuesday April 30 5:30 P.M.- 7:00 P.M.	PREVIEW OF FALL COLLECTION By invitation. Publicity: Billie Gould, 661-9675. Showing at Hotel Gotham April 29-May 15. Contact: CI 7-2200.	GAGLIANO OF CALIFORNIA (1950 COTNER, W.L.A.)	BLUE ANGEL 125 EAST 54TH STREET
Tuesday April 30 5:30 P.M.- 8:00 P.M.	FALL READY-TO-WEAR & ACCESSORIES FROM ITALY Informal modeling of Ferragamo ready-to-wear and accessories. By invitation. Contact: Francesca Baldeschi, 246-0088.	FERRAGAMO OF ITALY	712 FIFTH AVE. (55TH ST) SHOWROOM - 3RD FLOOR
Tuesday April 30 7:00 P.M. Dinner	MEN'S FASHIONS AT THIRD ANNUAL AUCTION Informal modeling of men's and women's fashions, to be auctioned, for benefit of Goodwill Industries of America. Tickets: \$100.00 per person (Including Bidding Scrip). Auctioneer: Robert L. Green. Contact: 688-3030.	PLAYBOY MAGAZINE (747 THIRD AVENUE)	FOUR SEASONS RESTAURANT 99 EAST 52ND STREET
Beginning Tuesday April 30	COMPLETE FALL COLLECTION Continuous by appointment. Contact: Peggy Shiller, 239-1150.	ELEANOR BRENNER FOR BRENNER COUTURE	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday April 30	OPENING OF FALL COLLECTION Continuous showings. Contact: 565-6900.	JONNY HERBERT; PAB LTD.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday April 30	EARLY FALL EVENING AND AT-HOME FASHIONS By appointment. Contact: WI 7-0511.	DAVID MORRIS CO. BY HARRY STRIEBEL	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Monday April 29	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: Betty Yarmon, 565-1025.	DALANI BY JEANNENE BOOHER	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday April 29	OPENING OF NEW FALL COLLECTION Totally new and sportive collection. Contact: Betty Yarmon, 565-1025.	ADELE MARTIN BY CARA KIRBY	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday April 29	OPENING OF FALL COLLECTION Also a group of after-5 dresses, designed by Gloria Castalda. Contact: Betty Yarmon, 565-1025.	RONA BY MARIO FORTE	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday May 1 10:00 A.M..	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: LO 3-1640.	GLORIA SACHS	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Postponed May 1	THE FRIEDRICKS SPORT PREVIEW, ORIGINALLY SCHEDULED FOR MAY 1 AT 11:00 A.M., HAS BEEN POSTPONED TO THURSDAY, MAY 2 AT 5:00 P.M. (see pg. 9)		
Wednesday May 1 11:00 A.M.	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: CH 4-4940.	JERRY SILVERMAN BY SHANNON RODGERS	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Postponed May 1	THE JOHN KLOSS SHOW, ORIGINALLY SCHEDULED FOR WED., MAY 1 AT 12:00 NOON, HAS BEEN POSTPONED TO MONDAY, MAY 6 AT 12:00 NOON (see pg. 10).		
Wednesday May 1 12:30 P.M. Luncheon	"TENNIS FASHIONS FOR HIM AND HER" Reservations (\$7.75): CI 6-9171. Barbetta Publicity: Ellen Perl, TE 2-8212.	HAYMAKER; IZOD; DAVID CRYSTAL	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday May 1 1:00 P.M.	OPENING OF FALL COLLECTION Also Tues., May 7 at 1:00 P.M. By reservation. Contact: LA 4-0237.	HAROLD LEVINE BY DON BREITINGER	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday May 1 2:00 P.M.	OPENING OF FALL COLLECTION Premiere of outerwear collection. By reservation. Contact: LO 3-0988.	RODRIGUES (DIV. PETER CLEMENTS)	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday May 1 2:00 P.M.	FALL PREMIERE: COMPLETE OUTERWEAR COLLECTION By reservation. Thereafter by appointment. Contact: 354-9080.	WACS WORKS BY ILIE WACS	530 SEVENTH AVENUE SHOWROOM - 29TH FLOOR
Wednesday May 1 3:00 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: 354-8740.	JIM BALDWIN	205 WEST 39TH STREET SHOWROOM - 4TH FLOOR
Wednesday May 1 3:00 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: WI 7-7457.	KIKI HART BY GEORGE SAMEN	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday May 1 4:00 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: 239-4600.	KASPER FOR JOAN LESLIE	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday May 1 5:30 P.M.	OPENING OF FALL COLLECTION Press and buyers showing, followed by cocktails and buffet with Eva Gabor and Luis Estevez. By invitation. For buyers, Mon., May 13 at 10:30 A.M., at 530 Seventh Ave., 8th fl. Contact: Ruth Winslow, 221-6655. Publicity: Jody Donohue Assoc., 683-7690.	THE EVA GABOR LOOK BY ESTEVEZ	PUB THEATRICAL 1633 BWAY AT 51ST ST.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday May 1	OPENING OF FALL COLLECTION Continuous showings. Contact: 239-8530.	DESIGN THAI & STAR OF SIAM	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Wednesday May 1	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: Jim Fitzsimmons. 524-8126.	JAN'S THINGS LTD. BY JAN STRASS	499 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday May 2 10:00 A.M.	PRESS PREVIEW: FALL COLLECTION Preview of Bonnie Cashin's collection for Philip Sills. By invitation. Beginning Mon., May 6 by appointment. Contact: Arthur Sheer, LO 5-0274. Publicity: Ruth Hammer Associates, 685-8290.	PHILIP SILLS BY BONNIE CASHIN	48 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Thursday May 2 10:00 A.M.	OPENING OF FALL COLLECTION Also May 7 at 11:00 A.M. By reservation. Contact: 594-0030.	MALCOLM STARR BY RIZKALLAH	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday May 2 10:30 A.M.	FALL LINGERIE SHOWINGS FOR RESIDENT BUYERS Also at 2:30. (Note change of date). By reservation. (Market Week, May 13). Contact: JU 2-6767.	VANITY FAIR	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Thursday May 2 11:00 A.M.	PRESS SHOWING OF FALL COLLECTION By invitation. Buyers show at 3:30. Contact: 221-6252.	STEPHEN BURROWS	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Thursday May 2 1:00 P.M.	OPENING OF FALL COLLECTION Designed by Martin Staehely. By reservation. Contact: Allie Maude, 947-6845.	VICTORIA ROYAL	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Thursday May 2 2:00 P.M.	OPENING OF COMPLETE FALL COLLECTION Also May 7 at 2:00 P.M. By reservation. Contact: 736-0151.	GENE BERK FOR PAGANNE; GENE BERK FOR PAGANNE TOO	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday May 2 3:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: 244-4700.	GINALA, GINESSA, AQUANALA	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
May 2	3:30 P.M., STEPHEN BURROWS (2nd show), 550 7th, 22nd floor, 221-6252.		
Thursday May 2 4:15 P.M.	OPENING OF FALL COLLECTION By invitation. (Note change of date and time). Contact: LO 3-6126.	CLARET BY BETSE CANN	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Thursday May 2 5:00 P.M.	PREVIEW OF FALL COLLECTION By invitation. (Note change of date and time). Cocktails will follow show to celebrate opening of new showroom. Contact: Andrea Basile, PE 6-8867.	FRIEDRICKS SPORT BY BILL AND HAZEL HAIRE	205 WEST 39TH STREET NEW SHOWROOM - 12TH FL.
Thursday May 2 5:00 P.M.	PREVIEW OF FALL COLLECTION By invitation. (Note change of date and time). Cocktails will follow show to	FRIEDRICKS SPORT BY BILL AND HAZEL HAIRE	205 WEST 39TH STREET NEW SHOWROOM - 12TH FL.
Friday May 3 9:30 A.M.	WHOLESALE COLLECTION FOR PRESS AND BUYERS Fashion showing of Holly Harp's first wholesale collection, available to stores across the country. By invitation. Publicity: Barbara Gerard, CI 7-1100, ext. 345. Thereafter by appointment, Hotel Plaza, Suite 1401-1403. Contact: Jim Harp, (213) 462-2377.	HOLLY HARP (CALIFORNIA)	HENRI BENDEL 2ND FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 3 11:30 A.M.	PRESS SHOWING: FALL- WINTER COLLECTION By invitation. Thereafter by appointment. Contact: 244-1700. Publicity: Judy Guerin, Inc., 879-4822.	GOLDWORM	1410 BROADWAY SHOWROOM - 20TH FLOOR
Friday May 3 1:00 P.M.	OPENING OF FALL BOUTIQUE COLLECTION For press and buyers. By invitation. (Note change of date and time). Thereafter by appointment. Contact: 472-2352.	THE HOUSE OF HANAE MORI	PLACE TO BE ANNOUNCED
Friday May 3 2:30 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: Jane Arend, 354-9440.	MARITA BY ANTHONY MUTO	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
May 5- May 8	35TH MITAM SPRING-SUMMER FABRICS SHOW IN MILAN AT PALAZZO DEL TESSILE PIAZZA 6 FEBBRARIO. Contact: Mitam, 4/d Galleria San Bibbia 20122 Milan 792-154		
Monday May 6 10:00 A.M.	OPENING OF FALL COLLECTION By invitation. (Note change of time). Contact: Joe Snow, 239-4155.	GIORGIO DI SANT'ANGELO	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday May 6 11:00 A.M.	FALL COLLECTION PRESS SHOWING By invitation. Also at 3:30. Contact: 221-1300.	CHESTER WEINBERG FOR N.O.W. STUDIO	205 WEST 39TH STREET SHOWROOM - 8TH FLOOR
May 6	11:30 A.M., HOUSE OF BRANELL (2nd show), 530 7th Ave., 27th fl., 736-6983		
Monday May 6 12:00 Noon	OPENING OF FALL COLLECTION By invitation. Contact: Joanne Creveling, 586-2377. Buyers: 221-0644.	JOHN KLOSS	550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
May 6	1:00 P.M., TEAL TRAINA (2nd show), 550 Seventh, 15th floor, LA 4-3520		
May 6	2:30 P.M., LEW PRINCE OF ALDRICH, INC. (2nd show), 530 7th, CH 4-1872		
May 6	3:30 P.M., CHESTER WEINBERG FOR N.O.W. STUDIO (2nd show), 205 W.39th, 221-1300		
Monday May 6 5:00 P.M.	COMPLETE FALL COLLECTION Show at 5:30 P.M. By invitation. Contact: Helen Presser, 354-0640.	LEO NARDUCCI/AMBIANCE	HOTEL PLAZA GRAND BALLROOM
May 6	5:30 P.M., HELGA (2nd show), Hotel Gotham, private suite, 335-6033		
Beginning Monday May 6	FALL COAT AND SUIT COLLECTIONS Also, Gallavanter collection, designed by Jimmy Allison. Continuous by appointment. Contact: LA 4-7285.	GALLANT INTERNATIONAL (HERBERT GALLANT, INC.)	205 WEST 39TH STREET SHOWROOM - 8TH FLOOR
Beginning Monday May 6	PREMIERE: FALL WARDROBE SEPARATES New collection, designed and manufactured by Bert and Lorraine Geiger. By appointment. Contact: 245-4937 or 245-4906.	BERT AND LORRAINE GEIGER	881 SEVENTH AVENUE CARNEGIE HALL-SUITE 1001
Beginning Monday May 6	OPENING OF FALL COLLECTION Daytime and evening fashions, designed by Jay Anderson. Contact: Mrs. Walker, 947-0964. Publicity: Margaret Hodge Co., 758-9230.	POSH, INC. BY JAY ANDERSON	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 6 3:30 P.M.	OPENING OF FALL COLLECTIONS The Estevez Collection and The Anytime/Anywhere Collection. By invitation. Thereafter at showroom, 8th floor. Contact: 221-6655. Publicity: Eleanor Lambert, MU 8-2130.	LUIS ESTEVEZ (530 SEVENTH AVE.)	HOTEL PLAZA BAROQUE SUITE
Tuesday May 7 9:30 A.M.	OPENING OF FALL COLLECTION By invitation. Contact: PE 6-9601.	CALVIN KLEIN	205 WEST 39TH STREET SHOWROOM - 11TH FLOOR
May 7	10:00 A.M., ADELE SIMPSON (2nd show), 530 7th Ave, 23rd floor, LA 4-7626		
Tuesday May 7 10:30 A.M.	PRESS SHOWING: FALL COLLECTION By reservation. Buyers show at 4:30 P.M. Contact: 354-9080.	ILIE WACS	530 SEVENTH AVENUE SHOWROOM - 29TH FLOOR
May 7	11:00 A.M., MALCOLM STARR (2nd show), 530 Seventh Ave., 20th fl, 594-0030		
Tuesday May 7 12:00 Noon	SHOWING OF FALL COLLECTION By invitation. Contact: 279-5012.	MOLLIE PARNIS COUTURE	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
May 7	1:00 P.M., HAROLD LEVINE (2nd show), 530 Seventh, 21st floor, LA 4-0237.		
Tuesday May 7 1:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: 279-8575.	MR. BLACKWELL	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
May 7	2:00 P.M., PAGANNE; PAGANNE TOO (2nd show), 530 7th Ave., 12th fl, 736-0151		
Tuesday May 7 2:30 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: David Schneider, 279-9223.	VICTOR JORIS	500 SEVENTH AV.-5TH FL. CUDDLECOAT SHOWROOM
Tuesday May 7 3:30 P.M.	OPENING OF FALL COLLECTION Also May 14 at 3:30. By reservation. Contact: 239-7080.	JOHN ANTHONY	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
May 7	4:30 P.M., ILIE WACS (2nd show), 530 Seventh Ave., 29th fl, 354-9080		
Tuesday May 7 4:30 P.M.	SEVENTY-FIFTH ANNUAL FASHION SHOW Show at 5:30. Tickets: \$5.00. Contact: Fashion Office, 636-3465.	PRATT INSTITUTE	N.Y. HILTON HOTEL TRIANON ROOM
Tuesday May 7 5:00 P.M.	OPENING OF FALL COLLECTION By invitation. Thereafter in showroom, 530 Seventh, 22nd floor, 695-7715	CONCEPT VII BY RONALD KOLODZIE	PLACE TO BE ANNOUNCED
Beginning Tuesday May 7	OPENING OF FALL COLLECTION Continuous by appointment. Contact: Gertrude, PE 6-5547.	HARMAY BY ST. AMOUR	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Tuesday May 7	OPENING OF FALL COLLECTION By appointment. Contact: Jo MacLeod, 736-3075.	DOMINIC ROMPOLLO	530 SEVENTH AVENUE NEW SHOWROOM - 21ST FL.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 8 9:00 A.M.	OPENING OF FALL COLLECTION By invitation. Contact: 239-4600.	KASPER FOR J.L. SPORT	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday May 8 10:30 A.M.	OPENING OF FALL COLLECTION Press show at 3:00 P.M. Buyers, May 14 at 11:00. Contact: 524-9350.	OSCAR DE LA RENTA	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday May 8 11:30 A.M.	OPENING OF FALL COLLECTION By invitation. ( <u>Note change of date</u> ). Contact: Joanne Creveling, 586-2377.	RALPH LAUREN	550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Postponed May 8	JACQUES BELLINI PRESS PREVIEW OF FALL MENSWEAR, ORIGINALLY SCHEDULED FOR MAY 8 AT 12:30 P.M., HAS BEEN CANCELLED. ( <u>NEW DATE WILL BE ANNOUNCED</u> )		
Wednesday May 8 1:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: Flori Milan, 239-4155.	ADRI	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 8 1:00 P.M.	OPENING OF FALL COLLECTION By reservation. Continuous thereafter. Contact: 354-0679.	RICHILENE BY JON MANDL	530 SEVENTH AVENUE SHOWROOM - 29TH FLOOR
Wednesday May 8 2:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: 354-7830.	SCOTT BARRIE; BARRIE SPORT LTD.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday May 8 3:00 P.M.	SHOWING OF FALL COLLECTION By reservation. Contact: Marie Bottone, LO 4-9220.	CHRISTIAN DIOR-N.Y.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
May 8	3:00 P.M., OSCAR DE LA RENTA (Press show), 550 7th Ave., 11th fl, 524-9350		
Wednesday May 8 4:00 P.M.	OPENING OF FALL COLLECTION By invitation. Thereafter at 550 Seventh Ave., 8th floor. Contact: Joanne Creveling, 586-2377. Buyers: 221-0644.	CLOVIS RUFFIN (RUFFINWEAR)	1441 BROADWAY 17TH FLOOR
Wednesday May 8 5:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Designed by Jerri Crooks. By invitation. Contact: Judy Espinar, PE 6-8867.	THE CLARENDON COLLECTION (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 12TH FLOOR
Postponed May 9	HANAE MORI'S OPENING OF FALL AND WINTER BOUTIQUE COLLECTION, ORIGINALLY SET FOR MAY 9 AT 10:00 A.M. WILL BE FRIDAY, MAY 3 AT 1:00 P.M. (see pg. 11)		
Thursday May 9 11:30 A.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Buyers at 3:00 P.M. Contact: 354-6340.	HALSTON	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday May 9 2:30 P.M.	PREVIEW OF FALL COLLECTIONS By invitation. Contact: Michele Abruzzo, BR 9-6560.	DAVID CRYSTAL; SHIRTMAKER; CRYSTAL PLUS; ALLIGATOR CO.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
May 9	3:00 P.M., HALSTON, 550 Seventh Ave., 14th fl, (buyers show), 354-6340		
Thursday May 9 4:30 P.M.	FALL COLLECTION BY SURJIT AND ADARSH GILL Show at 5:00. By reservation. Contact: Tom Foster, 758-8301 or 249-5639.	SAZ & SAZ BOUTIQUE	42 EAST 57TH STREET SHOWROOM - 4TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 9 5:00 P.M.	OPENING OF LIMITED SIGNATURE COLLECTION By invitation. ( <u>Note change of time</u> ). Contact: Judy Lauterstein, WI 7-3850.	LEAMOND DEAN DESIGNS H.H. LTD. (DIV. TOWNCLIFFE)	512 SEVENTH AVENUE SHOWROOM - 31ST FLOOR
Friday May 10 10:00 A.M.	PREVIEW OF FALL COLLECTION Designed by Arturo Herrera and Neil Bieff. By invitation. Contact: Barbara Ottaviani, 691-1666.	BIEFF-HERRERA	7 WEST 22ND STREET SHOWROOM - 9TH FLOOR
May 12	MOTHER'S DAY		
May 13	10:30 A.M., EVA GABOR LOOK BY ESTEVEZ (2nd show), 530 Seventh, 8th fl., 221-6655		
Monday May 13 12:00 Noon	PRESS SHOWING OF FALL COLLECTION By invitation. ( <u>Note change of dates</u> ). Also May 14, 15 at 12:00 Noon. By reservation. Contact: LW 4-0454.	GEOFFREY BEENE & BEENE BAG	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Monday May 13 3:30 P.M.	FALL AND HOLIDAY COLLECTION Sportswear and dresses. By invitation. Contact: Lewis Winter, 989-5384.	MRS. H. WINTER FOR YESTERDAY'S NEWS	115 WEST 23RD STREET STUDIO (6TH & 7TH AVE.)
Monday May 13 5:00 P.M.	FALL AND WINTER COUTURE COLLECTION By invitation. Thereafter by appointment. Contact: 472-2352	HANAE MORI (27 EAST 79TH STREET)	PLACE TO BE ANNOUNCED
Beginning Monday May 13	OPENING OF FALL JEWELRY COLLECTION Continuous showings. Contact: Sherry Batrus, 679-6281. Publicity: Stutman Associates, 247-2662.	PETER & PEGGY FOR P.C. DESIGNS	385 FIFTH AVENUE SHOWROOM - SUITE 809
Monday May 13- May 24	FALL LINGERIE MARKET WEEKS "The Good Life" -- Daily at 9:30, 10:30 and 2:30. By invitation. Contact: Priscilla Weinlandt, 582-6767.	VANITY FAIR	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday May 13	FALL LINGERIE, LOUNGEWEAR, HOSIERY, BODYWEAR <u>Lingerie, loungewear, body shapers: May 13-16, at 11:00 and 2:30; May 20-22 at 11:00. Contact: Joan King, 689-4200, ext. 203. Hosiery, bodywear, slippers: May 13-16 at 10:00 and 3:30. Contact: Lucille Berger, 689-4200, ext. 248.</u>	VAN RAALTE	417 FIFTH AVENUE SHOWROOM - 2ND FLOOR
Monday May 13- May 22	MARKET WEEKS: LINGERIE, AT-HOME, FOUNDATIONS Showings at 9:30, 11:00 and 2:00, May 13-16 and May 20-22. Contact: Hope Robbins, MU 2-5580.	VASSARETTE	261 MADISON AVENUE GROUND FLOOR
Tuesday May 14 11:00 A.M.	PRESS PREVIEW: FALL '74 By invitation. Contact: Barbara Morch, 594-8400.	LIZ CLAIBORNE FOR YOUTHGUILD	N.Y. CULTURAL CENTER 2 COLUMBUS CIRCLE
May 14	11:00 A.M., OSCAR DE LA RENTA (3rd show), 550 Seventh Ave., 11th fl., 524-9350		
May 14	12:00 Noon, GEOFFREY BEENE (2nd show), 550 Seventh Ave., 4th fl., LW 4-0454		
May 14	3:30 P.M., JOHN ANTHONY (2nd show), 550 Seventh Ave., 24th fl., 239-7080		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 14 4:30 P.M.	FALL AND HOLIDAY SLEEP & LOUNGEWEAR Introducing designs of Bieff-Herrera, Holly Harp, Carol Horn, Willi Smith to the world of leisure. By invitation. Thereafter by appointment, 10 West 57th Street. Contact: Pat Tennant, CI 7-1100, ext. 274 or 303.	BENDEL'S STUDIO	PLACE TO BE ANNOUNCED
May 14- May 16	INTERNATIONAL LEATHER GOODS SHOW AT HOTEL McALPIN Contact: G. Neuburger, International Trade Shows, 545 Fifth Ave., MU 7-1185		
Wednesday May 15 12:00 Noon Luncheon	"LINGERIE GOES PUBLIC" -- LUNCHEON SHOW Showing of leisure fashions, underwear, sleepwear. Speaker: Geraldine Stutz. Prices: \$15.00, members; \$25.00, guests. Contact: CI 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
May 15	12:00 Noon, GEOFFREY BEENE (3rd show), 550 Seventh Ave., 4th fl., LW 4-0454		
Wednesday May 15 4:00 P.M.	OPENING OF FALL PART II COLLECTION Also, May 21 and 23 at 4:00. By reservation. (Press show, by invitation only, Tuesday May 21 at 2:30). Contact: LO 3-1600.	TRIGERE	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Wednesday May 15	OPENING OF FALL COLLECTION Presenting the entire day-to-night, total wardrobe for Fall 1974. Continuous by appointment. Contact: 279-9912.	ANNE KLEIN AND COMPANY DONNA KARAN	205 WEST 39TH STREET SHOWROOM - 3RD FLOOR
Thursday May 16 10:00 A.M.	OPENING OF FALL COLLECTION By invitation. Contact: Susan Dimond, 354-0760.	ALBERT NIPON	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday May 16 11:30 A.M.	PRESS PREVIEW: FURS BY EMERIC PARTOS Presentation of Emeric Partos' exclusive fur collection for Bergdorf Goodman. Press show, by invitation. Publicity: Suzanne Butterfield, PL 3-7300, ext. 397.	BERGDORF GOODMAN	FUR SALON 2ND FLOOR
Thursday May 16 2:30 P.M.	OPENING OF FALL COLLECTION Also, May 21 and 23 at 2:30. By reservation. (Press show, Mon., May 20 at 12:00 Noon at Hotel Pierre, by invitation). Contact: 524-6968.	BILL BLASS	550 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Friday May 17 9:30 A.M.	SHOWING OF FALL COLLECTION Fashion showing of Mary McFadden's clothes for day and evening, first wholesale collection available to stores across the country. For press and buyers. By invitation. Thereafter by appointment at 131 East 71st Street, 4th floor. Contact: 628-3025.	MARY MCFADDEN	J. PATRICK LANNAN-6TH FL 760 PAPK AVE.-72ND ST.
May 20	12:00 Noon, BILL BLASS, PRESS SHOW AT HOTEL PIERRE. By invitation. 524-6968		
May 21	2:30 P.M., TRIGERE PRESS SHOW, 550 Seventh, 16th fl. By invitation, LO 3-1600		
May 21	2:30 P.M., BILL BLASS (3rd show), 550 Seventh Ave., 17th fl., LA 4-6968		
May 21	4:00 P.M., TRIGERE (3rd show), 550 Seventh Ave., 16th fl, LO 3-1600		
Wednesday May 22 11:00 A.M.	FALL COLLECTION IN LOS ANGELES Contact: Rod Owens (213) 627-7586.	A & O COUTURE	122 EAST 7TH STREET L.A. CALIFORNIA



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 22 4:00 P.M.	OPENING OF FALL COLLECTION For press and buyers. By invitation. Contact: Helen Borger, CO 5-7720.	RONALD AMEY	16 WEST 57TH STREET SHOWROOM - 5TH FLOOR
Thursday May 23 12:30 P.M. Luncheon	GRADUATION LUNCHEON Guest speaker: William Lippincott, Chairman of the Board, Lord & Taylor. Associate degrees to the graduates; awards to outstanding alumni. By invitation. Contact: Allan Falk, TR 9-4644.	TOBE-COBURN SCHOOL	HOTEL PIERRE BALLROOM
May 23	2:30 P.M., BILL BLASS (4th show), 550 Seventh Ave., 17th floor, LA 4-6968		
May 23	4:00 P.M., TRIGERE (4th show), 550 Seventh Ave., 16th fl., LO 3-1600		
Saturday May 25- May 30	FALL MARKET WEEK IN DALLAS Women's and children's wear Fall market. Contact: (214) 637-1970; or Jack Goldstein, 527 Madison Avenue, 752-2422.	AMERICAN FASHION ASSOCIATION	DALLAS APPAREL MART 2300 STEMMONS FREEWAY
May 27	MEMORIAL DAY (Monday) -- Legal Holiday		
May 27- May 30	INTERSTOFF TRADE FAIR FOR CLOTHING TEXTILES IN FRANKFURT (May 27-30) Contact: German American Chamber of Commerce, 582-7788.		
Wednesday May 29- June 12	ANNUAL BREAKFAST FASHION SHOWS Breakfast May 29, 30, 31, June 4, 5, 6, 7, 11, 12. Show at 8:00 A.M. Afternoons May 30, June 3, 6, 10. Champagne at 3:00 P.M. Show at 4:00 P.M. By invitation. Contact: June Roche, 695-1200, ext. 436.	DEERING-MILLIKEN (1045 SIXTH AVENUE)	WALDORF-ASTORIA BALLROOM
Tuesday June 4 11:30 A.M.	PRESS SHOWING OF FUR FASHIONS By invitation. Buyers' show at 3:00 P.M. By reservation. Contact: 354-6340. Thereafter at 333 Seventh Ave., 19th floor. Contact: 736-0088.	HALSTON FURS BY A. C. BANG, INC.	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Wednesday June 5 11:00 A.M.	PRESS PREVIEW OF FUR COLLECTION By invitation. Press contact: 524-6968. For buyers, 333 Seventh Ave., 9th floor, by appointment. Contact: 565-4122.	BILL BLASS FURS FOR REVILLON	550 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday June 5 5:00 P.M.	ANNUAL FUR FASHION SHOW Contact: Alice Encke, Bell & Stanton, 759-4800.	AMERICAN FUR INDUSTRY	HOTEL PLAZA BALLROOM
Thursday June 6 10:00 A.M.	PRESS PREVIEW: FALL-WINTER FURS By invitation. Thereafter at 10:30 and 2:30. Contact: 695-8340.	CHRISTIAN DIOR FURS; LAURENCE KAYE FURS	345 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday June 6 11:00 A.M. & 11:30 A.M.	PRESS PREVIEW OF FUR COLLECTIONS By invitation. Buyers show at 2:00 (Adolfo); and at 2:30 (Fernando Sanchez). Contact: Sonny, 565-4122.	ADOLFO; FERNANDO SANCHEZ FOR REVILLON FURS	333 SEVENTH AVENUE NEW SHOWROOM - 9TH FL
Thursday June 6 3:30 P.M.	FALL FUR COLLECTION By invitation. Contact: Ernest Graf, 279-0633.	BEN KAHN WHOLESALE	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR



[illegible]

JANUARY

FEBRUARY

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JULY

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OCTOBER

NOVEMBER

DECEMBER

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